



OUR COLCHESTER

A BID to make new history

FRIEND OF THE BID



Our Colchester Business Improvement District (BID) are now providing a Friend of the BID scheme which allows non-levy payers to be more involved and help shape the future of Colchester town centre. As a Friend of the BID you will receive through place marketing and place management the advantages and opportunities levy payers receive, the only difference is a friend of the BID

will not have voting rights in any formal ballot.

Any business within the BID zone, below the £14,999 rateable value threshold, can become a Friend of the BID. Becoming a member will require a £200 annual fee which will be invoiced once a year.

PLACE MANAGEMENT BENEFITS

- Access to support from our Street Ambassadors
- Additional targeted cleaning and streetscape improvements.



ADDITIONAL MEMBERSHIP BENEFITS

- Invitation to town centre forums.
- Ability to participate in strategic working groups
- Receipt of regular updates of town centre news and advice.

STREET AMBASSADORS

Our Street Ambassadors will regularly visit your business, providing a line of communication to yourselves and the BID team so we understand the issues affecting your business or area. They will also provide you with our marketing collateral such as leaflets and newsletters.



PLACE MARKETING BENEFITS

- Be part of a town centre directory on our B2C Website. We will give you your own log-in so you can update your business listings, add offers and upload events.
- The opportunity to promote offers and events at no cost to you, reaching our ever-growing audience.
- Inclusion in seasonal marketing campaigns such as booklets and maps.
- Involvement in PR activity throughout Colchester and the surrounding area.
- Participation in social media campaigns.
- Invitations to take part in regular town centre activities.



FURTHER INFORMATION

Becoming a Friend of the BID means Our Colchester can contact you with information and updates we share with our current levy payers. We will directly send you our monthly newsletter which includes information on road closures, events within the town, future campaigns from the BID and important messages we think your business should know. Although you may already benefit from some of the work the BID does, we want to keep you posted on further benefits you will receive.

ABOUT OUR COLCHESTER

Our Colchester launched on the 1st October 2018, in place to add additional services in the town centre.

The BID are currently in its first 5 year term with year 1 focusing on developing a new consumer brand aimed to increase footfall throughout the town. The BID will add additional cleaning to town as well as creating a greener environment. The BID will create a strong marketing communications for business and work closely with independent sector and Night Time economy.



BECOMING A FRIEND OF THE BID

If you are interested in becoming a Friend of the BID or have any questions, please get in touch at hello@ourcolchester.co.uk. We would love to have a chat with you!

To read Our Colchester's business plan visit our website: www.ourcolchester.co.uk



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 hello@ourcolchester.co.uk

 www.ourcolchester.co.uk

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